

# Boral Al-Tarifi

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Dubai, UAE

## Regional Marketing & Communication Director /CMO

A seasoned marketing professional, owning successful history of P&L leadership and 20 years of rich experience in driving market share, brand recognition and regeneration through ground-breaking marketing strategies across diverse sectors.

Championed conceptualizing and developing marketing campaigns that effectively reinforce and build global brand equity.

Excellence in proving the business impact of Marketing investments and proffering marketing investments stewardship.

- ❖ Recognized for successfully achieving ROI, generating new business opportunities, ensuring established short/long term goals are met through appropriate planning.
- ❖ Mastered managing a range of marketing programs for a diverse portfolio of projects across disciplines including Through-The-Line Advertising, Brand Activation, Event Management, Brand Management, PR, Digital marketing and CRM.
- ❖ Evolving the digital strategy, managing the digital roadmap, formulating web SEO/SEM, marketing database, social media and digital advertising campaigns.



## WORK EXPERIENCE

### Head of Marketing

September 2021 – Present

#### Land Sterling, Dubai, UAE

- ❖ Building the marketing team & ensuring all the key outcomes are achieved.
- ❖ Develop different Marketing strategies to promote the company and different services through promotional offers, and creating a marketing calendar that coincide with key product & event launches
- ❖ Monitoring, owning and creating all conversion funnels, including awareness, acquisition, activation, retention, revenue and referral campaigns.
- ❖ Development of the marketing and communication plan for the brand, driving collaboration with stakeholders and leveraging the right internal processes
- ❖ Use a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
- ❖ Produce valuable and engaging content for our website, blogs, whitepapers etc... that attracts and converts our target groups
- ❖ Prepare and monitor the marketing budget on an annual basis and allocate funds in the most effective manner
- ❖ Oversee and approve marketing material, from website banners to hard copy brochures and case studies
- ❖ Measure and report on the performance of marketing campaigns, gain insight and assess against goals

### Head of Marketing

December 2020 – September 2021

#### Redwood Retail Furnishing LLC, Dubai, UAE

- ❖ Establish a fully functioning Marketing Department
- ❖ Successfully launch company and brand website.
- ❖ Leveraged thought leader expertise to transform the marketing strategy from traditional marketing to only innovative digital marketing using different online platforms - SEO, SEM, social media & etc.

## EDUCATION

- ❖ Bachelor's degree, International Business, Richmond (The International American University in London), Richmond, United Kingdom, August 1998

## CORE AREAS OF EXPERTISE

- ❖ Marketing Strategy/Solutions
- ❖ E-commerce /Digital Marketing
- ❖ Marketing ROI
- ❖ Public Relations
- ❖ ATL, BTL & TTL Expert
- ❖ Strategy, Planning and Execution
- ❖ Strategist & Implementer
- ❖ New Markets Penetration
- ❖ Financial Acumen, Budgeting, Cost Control, Measurement, ROI
- ❖ Revenue Generation
- ❖ Market Segmentation
- ❖ SEO Excellence
- ❖ Google AdWords Campaigns
- ❖ Decision Making
- ❖ Communication & Analytical Skills
- ❖ Multi-tasking
- ❖ Group Dynamics/Synergy
- ❖ Team Management
- ❖ Cohesive Leadership

- ❖ Developed marketing strategy and drove marketing missions that deliver positive ROI and measurable market leadership.
- ❖ Directing an integrated advertising campaign to increase footfall into the physical stores that will lead to an increase of sales and help the company meet its monthly targets
- ❖ Leading targeted consumer initiatives through introducing online marketing and influencers marketing on the different social media platforms

#### Regional Marketing Director Trepuzzi, Dubai, UAE

February 2018–June 2020

- ❖ Instrumental in building a world-class Marketing function at Trepuzzi.
- ❖ Trepuzzi's voice, creative mind, brand builder, and act as a force multiplier to drive growth.
- ❖ Successfully introduced and launched e-commerce website for the MENA region.
- ❖ Leveraged thought leader expertise to transform the marketing strategy from traditional marketing to only innovative digital marketing using different online platforms - SEO, SEM, social media & etc.
- ❖ Registered healthy conversion rates into sales. Delivered best-in-class innovative marketing programs for driving changes that result in

#### Marketing & Communication Manager

January 2017 - November 2017

##### Al Hamra Real Estate Development, Ras Al Khaimah, UAE

- ❖ Articulated Organization's desired image and position through innovative & growth propelling marketing, PR and communications programs.
- ❖ Responsible for brand management, empowered brand rejuvenation and enhanced corporate identity.
- ❖ Developed marketing strategy and drove marketing missions that deliver positive ROI and measurable market leadership.
- ❖ Designed ATL and BTL campaigns for different entities and projects.
- ❖ Co-ordinated marketing campaigns with sales initiatives, provided input in the development of strategic plans that reflect company's business strategy to advance market share/penetration and achieve profitable growth.
- ❖ Ownership of marketing budget, employed extensive financial acumen to estimate, plan and present annual budgetary requirement.
- ❖ Led promotional, tactical and brand awareness campaigns. Supervised real-time campaign effectiveness measurements and benchmarking.
- ❖ Handled property listing on sites like Dubizzle, Property-finder.
- ❖ Partnered with design agencies and assisted with new launches.

#### Head of Marketing & Communication Alfardan Properties, Doha, Qatar

October 2013 - January 2016

- ❖ Leveraged marketing power to enable/empower Alfardan Properties launch "Alfardan Elite Collection" and help justify the premium in rent prices.
- ❖ Under my leadership consistently delivered unprecedented business results including propelling occupancy from 48% to 96%.
- ❖ Introduced and launched the CRM system.
- ❖ Proffered direction, leadership, and oversight required to deliver excellent results and achieve all organizational goals. Instituted marketing strategies/plans in line with the vision placed by management & board of directors.
- ❖ Established yearly budget, ensured maximum return on marketing investment within prescribed budgets and in support of the broader marketing strategy.
- ❖ Edited/ produced the quarterly Newsletter publication.
- ❖ Collated weekly reports to the Chief Operating Officer.

**Regional Marketing Director**  
**2013 Metra Computer Dubai, UAE**

**March 2012–October**

*Metra is the regional's leader wholesale IT distributor; it is the conduit through which the power of technology flows to the Middle East.*

- ❖ Head-hunted for a year's contract to aid the company become 2<sup>nd</sup> distributor of Apple products in Middle East. Instrumental in securing the said key contract within 10 months of joining.
- ❖ Authored forward-thinking revenue generating strategic marketing plans.
- ❖ Shouldered onus for budgetary responsibility for marketing spend/ acquisition & deployment of financial resources for marketing activities.
- ❖ Commanded the whole marketing department, crafted and delivered a regional marketing strategy, aligned with the firm's national objectives, raised profile of the Metra brand.
- ❖ Ownership of delivering the regional marketing plans, campaigns and tactical initiatives for all individual products represented by the company.
- ❖ Devise advertisements, press releases and marketing communications, coherent to each individual brand standards.

**Marketing Manager**

**September 2008 - March 2010**

**Oula International Real Estate Development, Dubai, United Arab Emirates**

- ❖ Successfully launched London Project which was sold out within 3 months.
- ❖ Shouldered onus to generate measurable ROI from available budgets to drive strategic success.
- ❖ Led development of tailored/ real-time marketing intelligence & communication strategies for the different projects across the GCC.
- ❖ Drove thought leadership/strategic thinking by partnering with the branding agency to produce company's corporate identity.
- ❖ Planned and executed launching events for different projects and target groups including VIPs and Agents. Planned different CSR events across the region.
- ❖ Blueprinted media and PR plans for different projects & publicity strategies resulting in propelling annual media impressions.
- ❖ Leveraged art, science, and technology in 360-degree marketing campaigns. Planned interactive campaigns through booking of promoters, smart cars and blasts and websites.
- ❖ Partnered with PR agency to develop company's mission, vision and values, as well as help produce internal and external key message

**Marketing Manager**

**September 2007 – July 2008**

**Tameer Holding LLC, United Arab Emirates**

- ❖ Delivered launch plans for Tameer Towers on Al Reem Island along with marketing, pricing and release strategies.
- ❖ Successfully launched city scape Abu Dhabi Project, which was sold out 3rd day of the launch.
- ❖ Hand-selected to head marketing team responsible to relaunch "The Gate Towers" (JV between Tameer & Surooh).
- ❖ Instrumental in building iconic image, which competitors banked on and used the words "with proximity to Tameer Towers" in their marketing collateral.

**PREVIOUS PROFESSIONAL EXPERIENCES: Will be provided if and when needed**

**PERSONAL DETAILS**

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- Nationality: Jordan
- Date of Birth: 20<sup>th</sup> June 1976
- Languages: English, Arabic, French & Italian